Communicating Through Infographics

An *Infopeople* Webinar

Wednesday, November 14, 2011
12:00 Noon – 1:00 p.m. PST

Presenter: Dawne Tortorella

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Infopeople webinars are supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

Why Infographics

accelerate decision making

you have a **CONCEPTUAL IDEA** to share

Traditional
document

it can be **WRITTEN**

goal?
start?
hmmm...

and your audience can **INTERPRET IT**

or

Alternative
document + infographics

it can be **ILLUSTRATED**

exactly!
a-ha!
I get it!

and your audience can **EXPERIENCE IT**

More than 60% of people are visual learners

Agenda

- Infographics, Origins and Species
- Big Data, Local Meaning
- Visualization Tools
- Creating an Infographic

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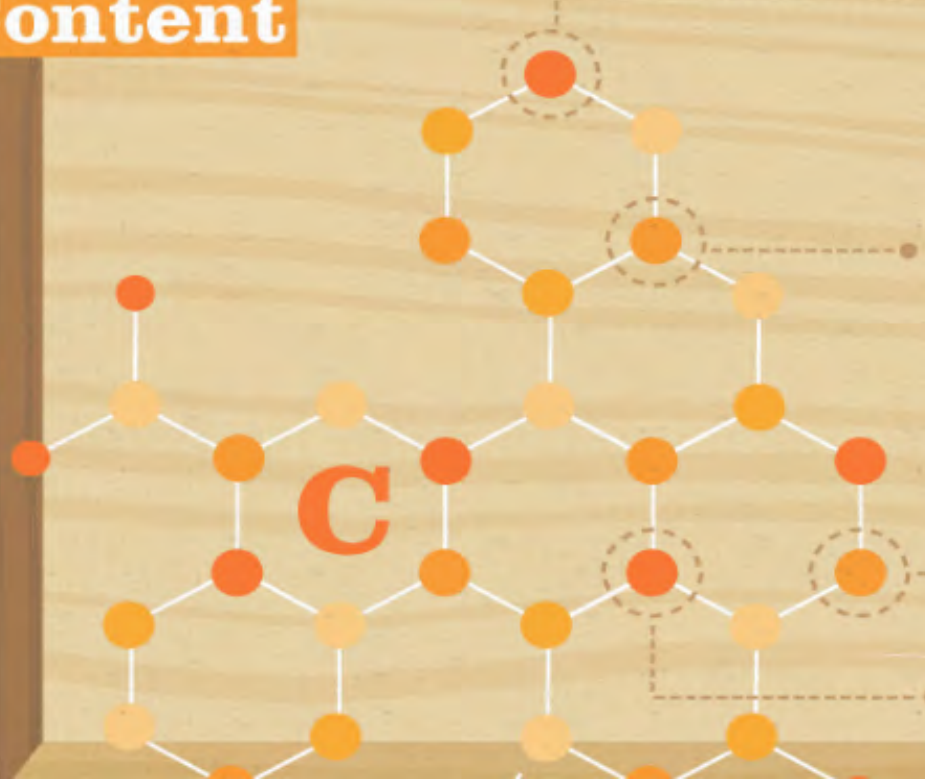
the DNA of a SUCCESSFUL BOOK

Presented by hiptype

Content



Over 82% of ebook readers live in **CITIES**

The average length of a **BESTSELLER** is

375 PAGES

MEN ARE **10x** AS LIKELY TO SHOW INTEREST IN BOOKS THAT FEATURE A **MALE PROTAGONIST**

WOMEN ARE **50%** MORE LIKELY TO FINISH A BOOK THAN MEN

BOOKS WITH A **FEMALE PROTAGONIST** ARE MORE LIKELY TO BECOME A BESTSELLER **40%**

Definition

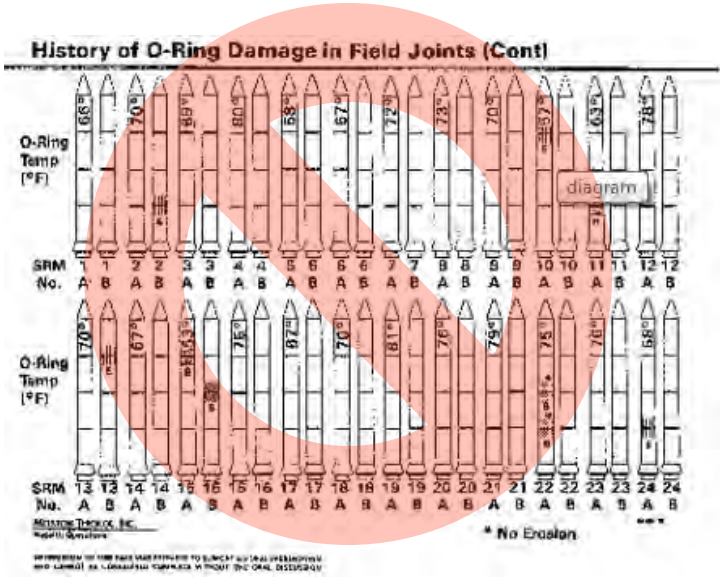
*"Infographics provide a format that utilizes **engaging** visuals that not only appeal to an audience hungry for information, but also aid in the **comprehension** and **retention** of that material."*

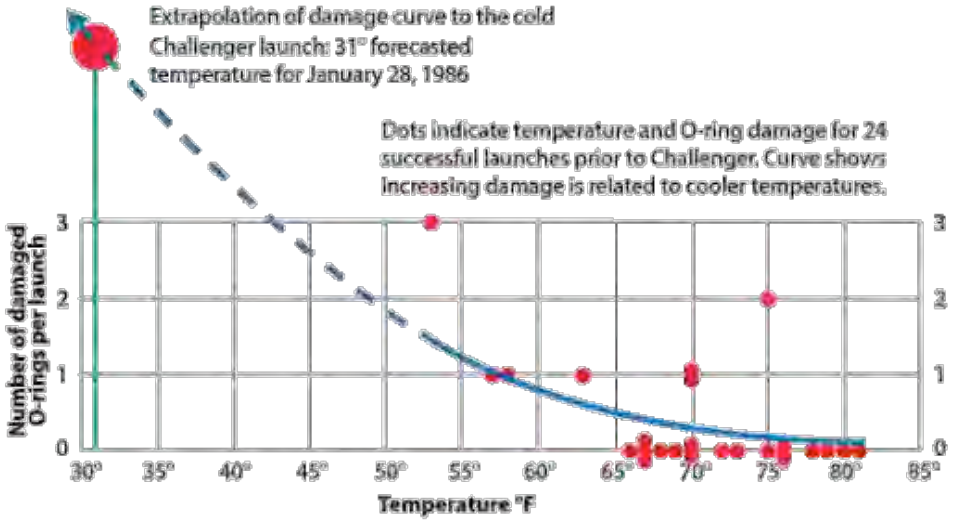
Infographics: The power of visual storytelling
Lankow, Ritchie, & Crooks

Clash of the Titans: Tufte vs. Holmes

Tufte

- Pioneer of data visualization, information design
- Academic (Yale) – statistician
- Believes you should omit graphic elements of the design that do not communicate specific information
- Avoid “chartjunk” and Powerpoint





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Clash of the Titans: Tufte vs. Holmes

Holmes

- Created "explanation graphics"
- Publishing – *Time*
- Believes stories can be more memorable and impactful
- Importance of appeal through visual metaphor
- Recent studies have shown his explanation graphics aid in retention

Are both right?

- Objectives drive design
- Vary based on agenda

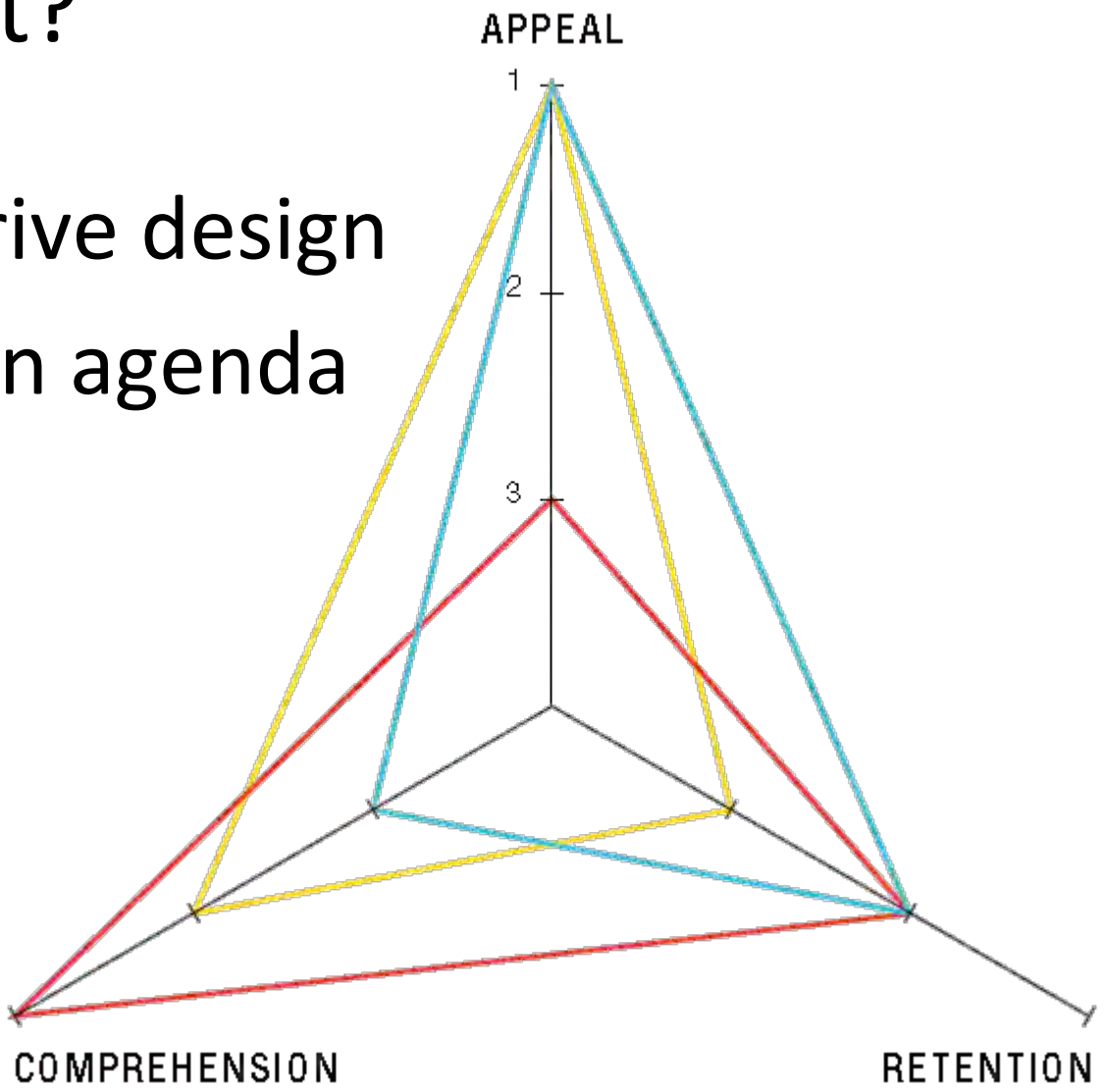

Figure 1.6 Infographic priorities by application. p. 38
Infographics: The power of visual storytelling

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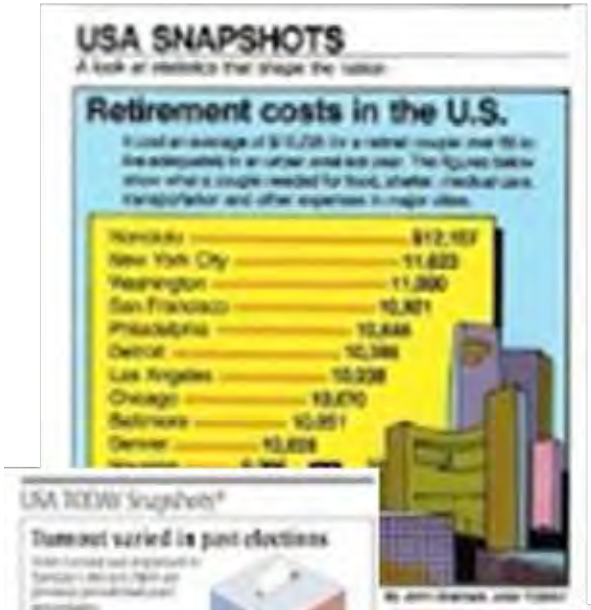
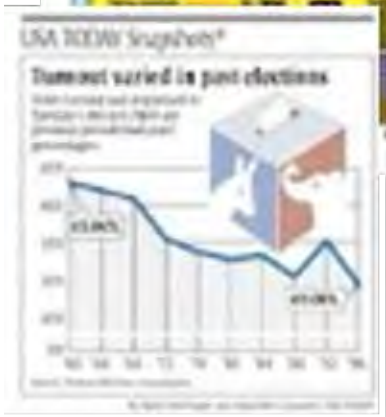
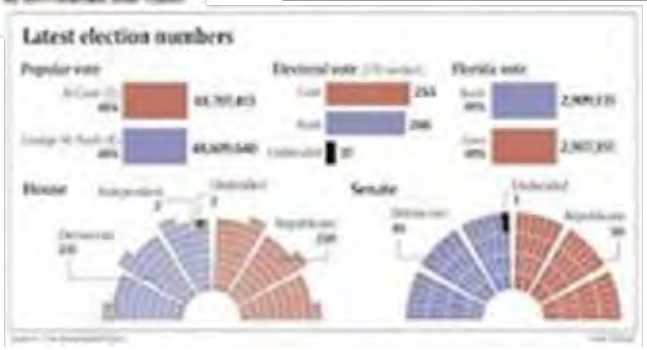
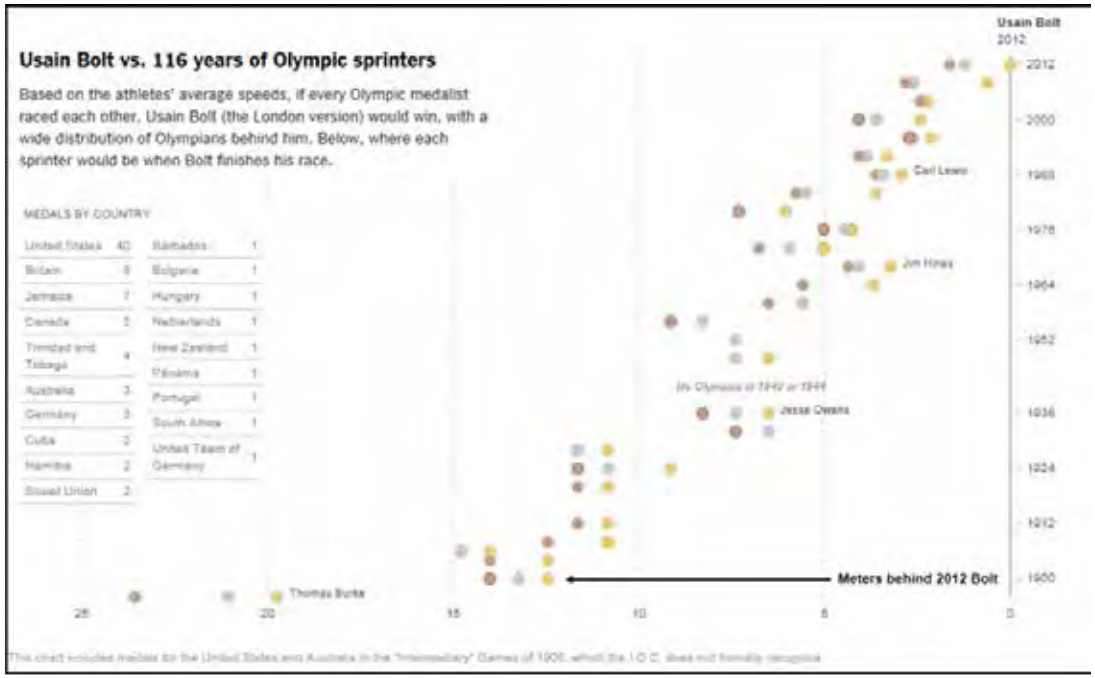
USA Today, NY Times

Sept.15, 1982









NY Times Olympic 100 meters, 2012

Nov Election, 2000

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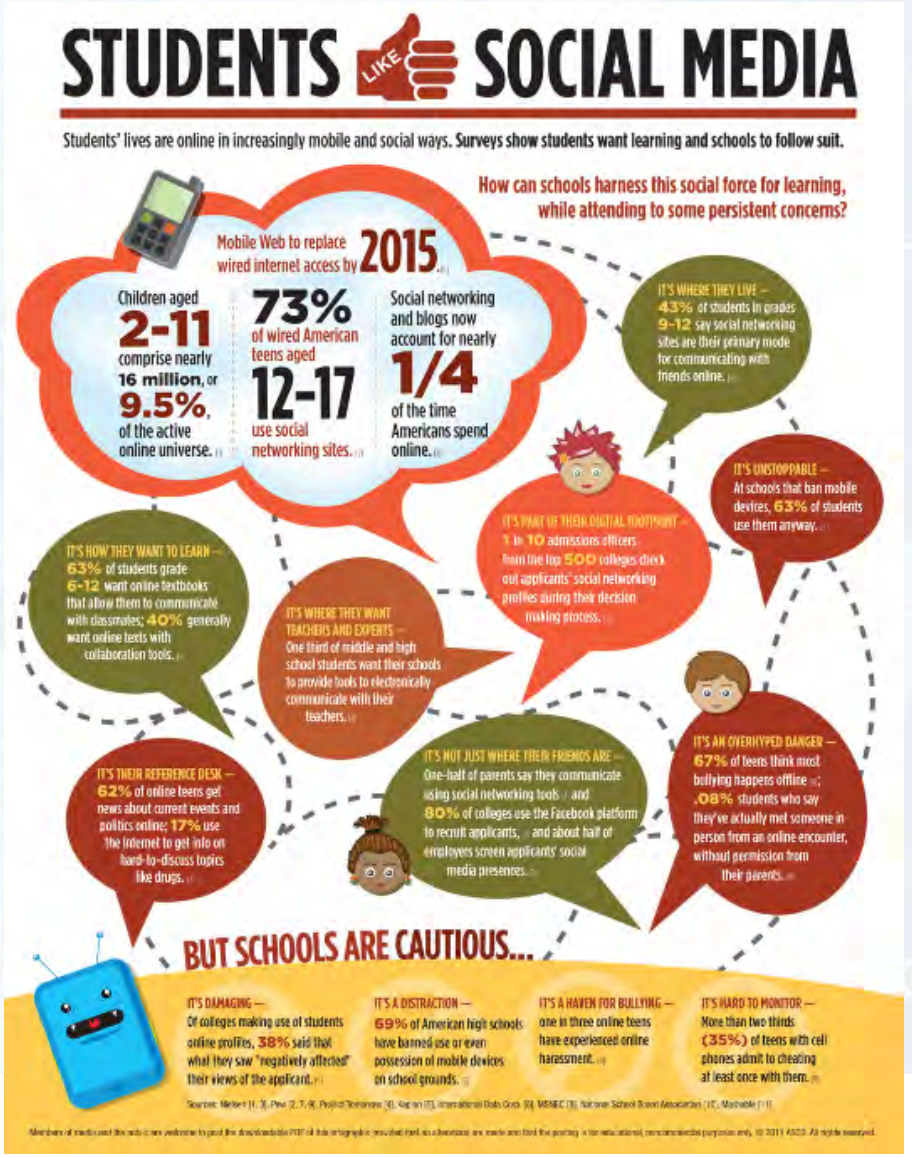
Typical Infographic Signature

- Vertical presentation
- Tells a story
- Uses metaphor
- Summarizes data
- Cites data source(s)



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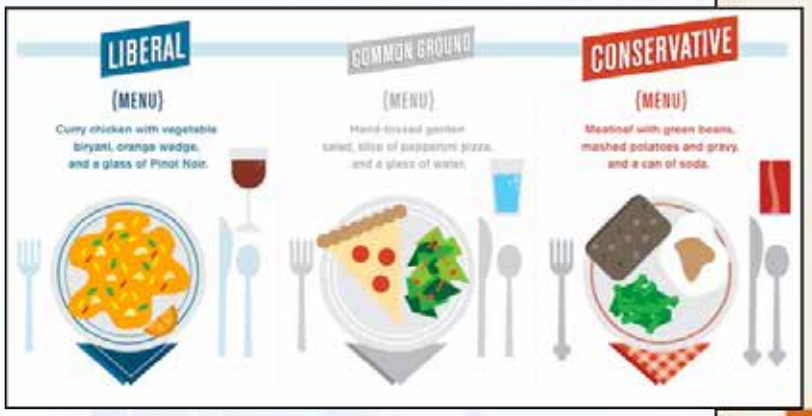
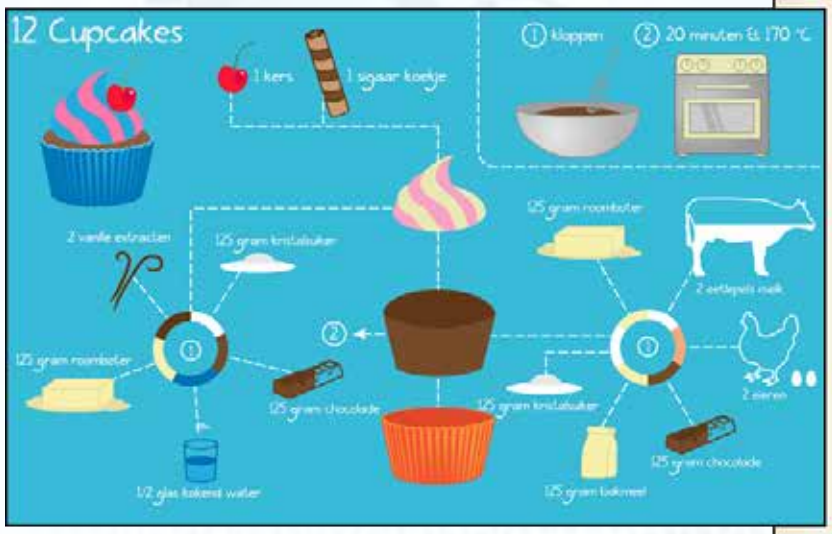
Poster Art





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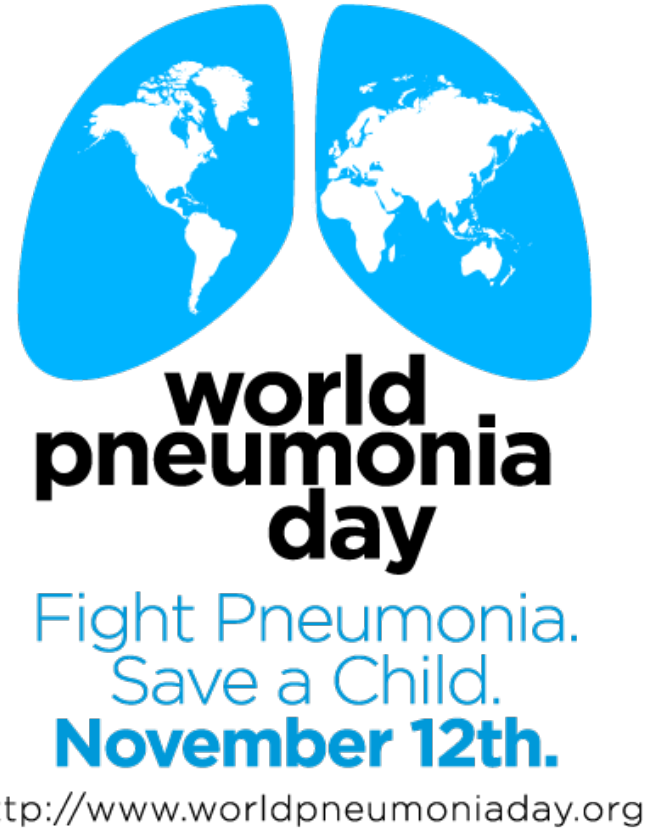
Does this graphic?

- Tell a story
- Provide a metaphor
- Reflect data accurately
- Reinforce the intended message



http://worldpneumoniaday.org/infographic/

Big Data, Local Meaning

- Public datasets
- APIs and access to big data
- Tracking local data

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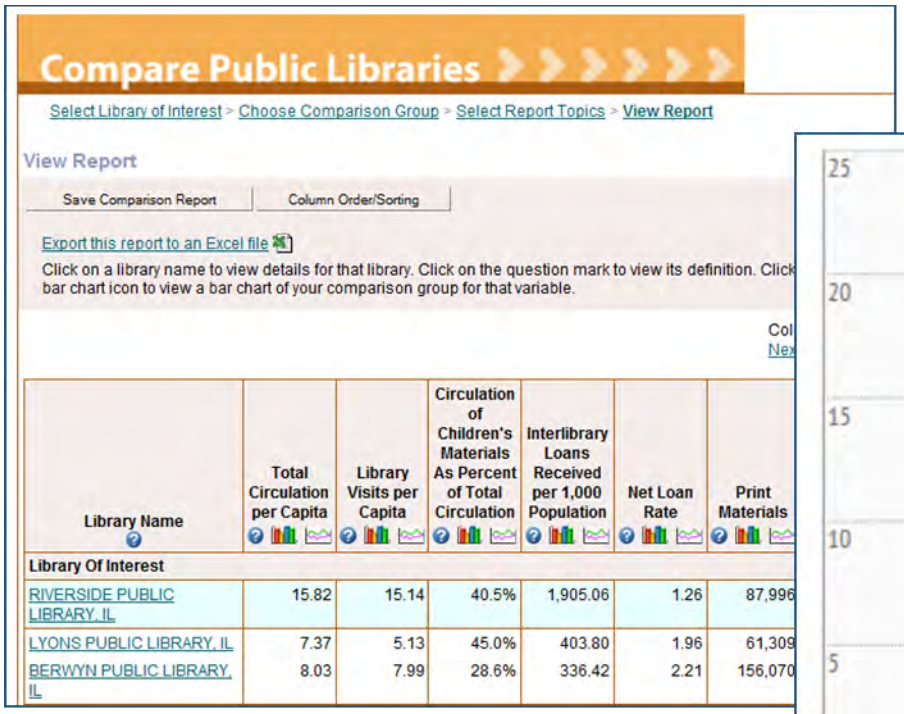
IMLS Public Library Comparison



Compare Public Libraries

Select Library of Interest > Choose Comparison Group > Select Report Topics > View Report

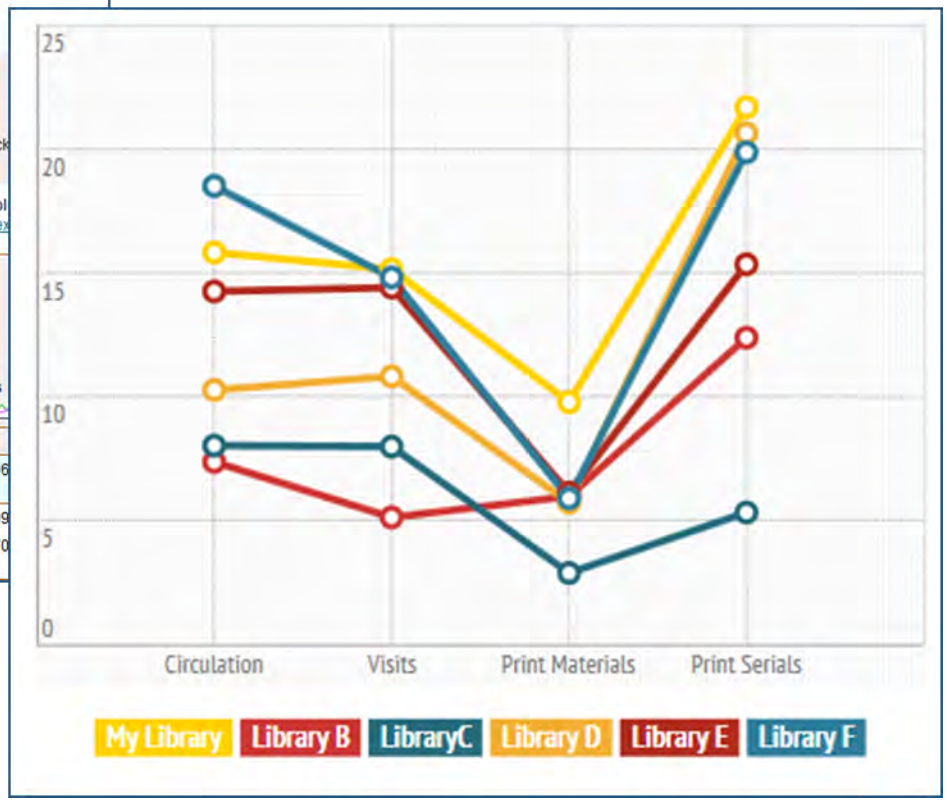
View Report

Save Comparison Report | Column Order/Sorting

Export this report to an Excel file

Click on a library name to view details for that library. Click on the question mark to view its definition. Click bar chart icon to view a bar chart of your comparison group for that variable.

Library Name	Total Circulation per Capita	Library Visits per Capita	Circulation of Children's Materials As Percent of Total Circulation	Interlibrary Loans Received per 1,000 Population	Net Loan Rate	Print Materials
Library Of Interest						
RIVERSIDE PUBLIC LIBRARY, IL	15.82	15.14	40.5%	1,905.06	1.26	87,996
LYONS PUBLIC LIBRARY, IL	7.37	5.13	45.0%	403.80	1.96	61,309
BERWYN PUBLIC LIBRARY, IL	8.03	7.99	28.6%	336.42	2.21	156,070



http://www.imls.gov/research/public_libraries_in_the_united_states_survey.aspx

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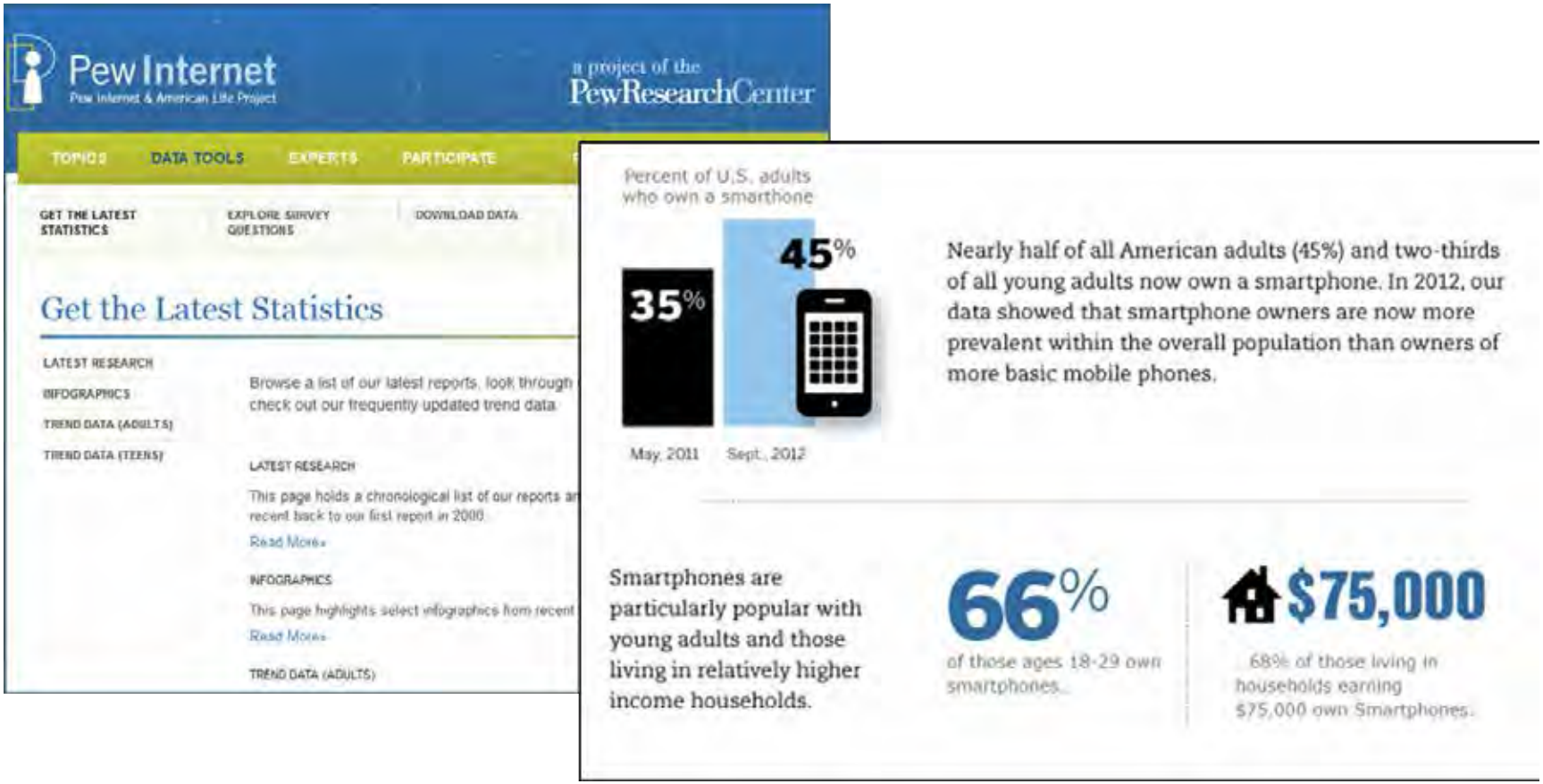
Pew Internet Data Sets



http://pewinternet.org/Data-Tools/Get-The-Latest-Statistics.aspx

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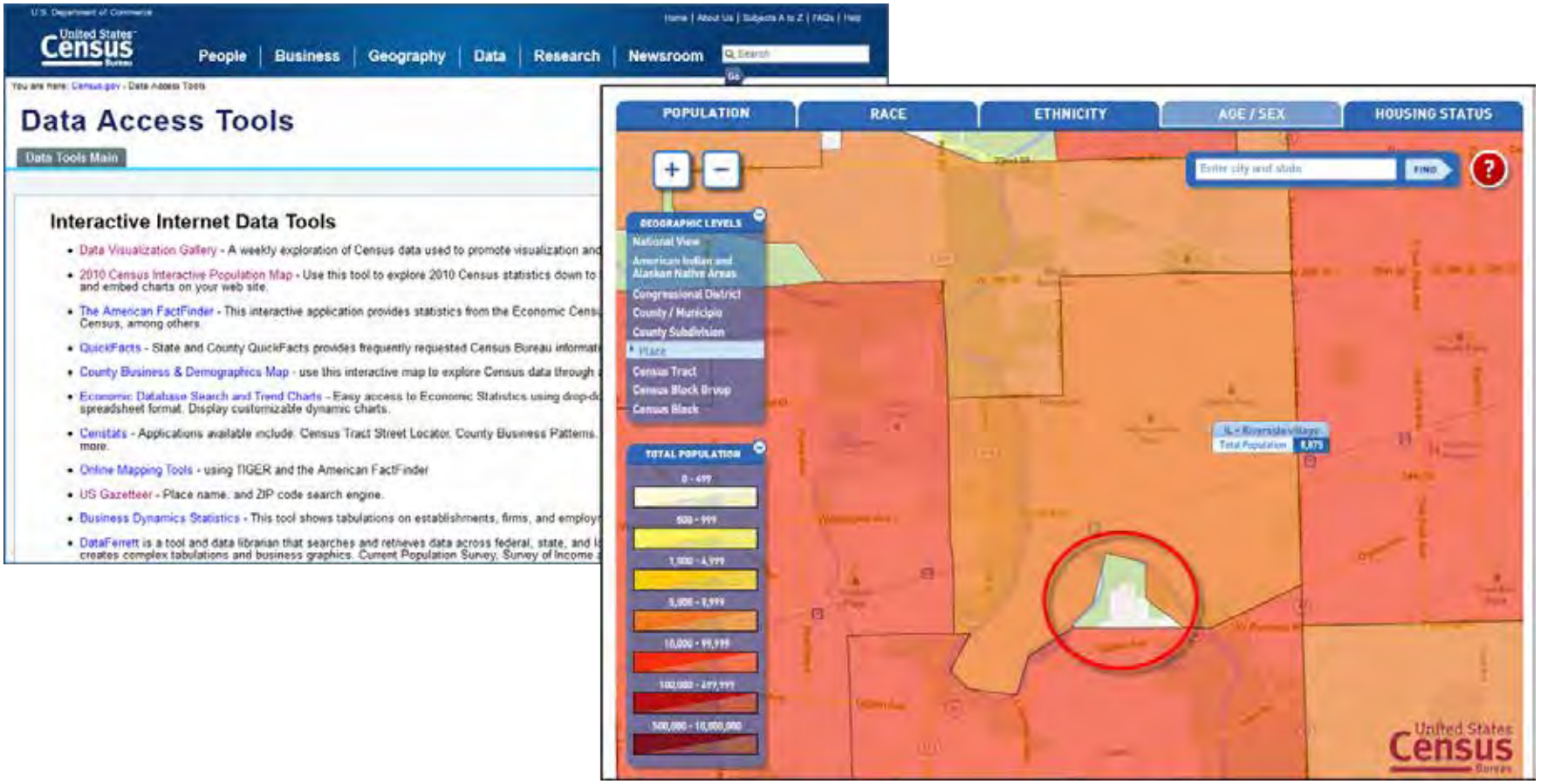
Census Data – Local Scoping



http://2010.census.gov/2010census/popmap/

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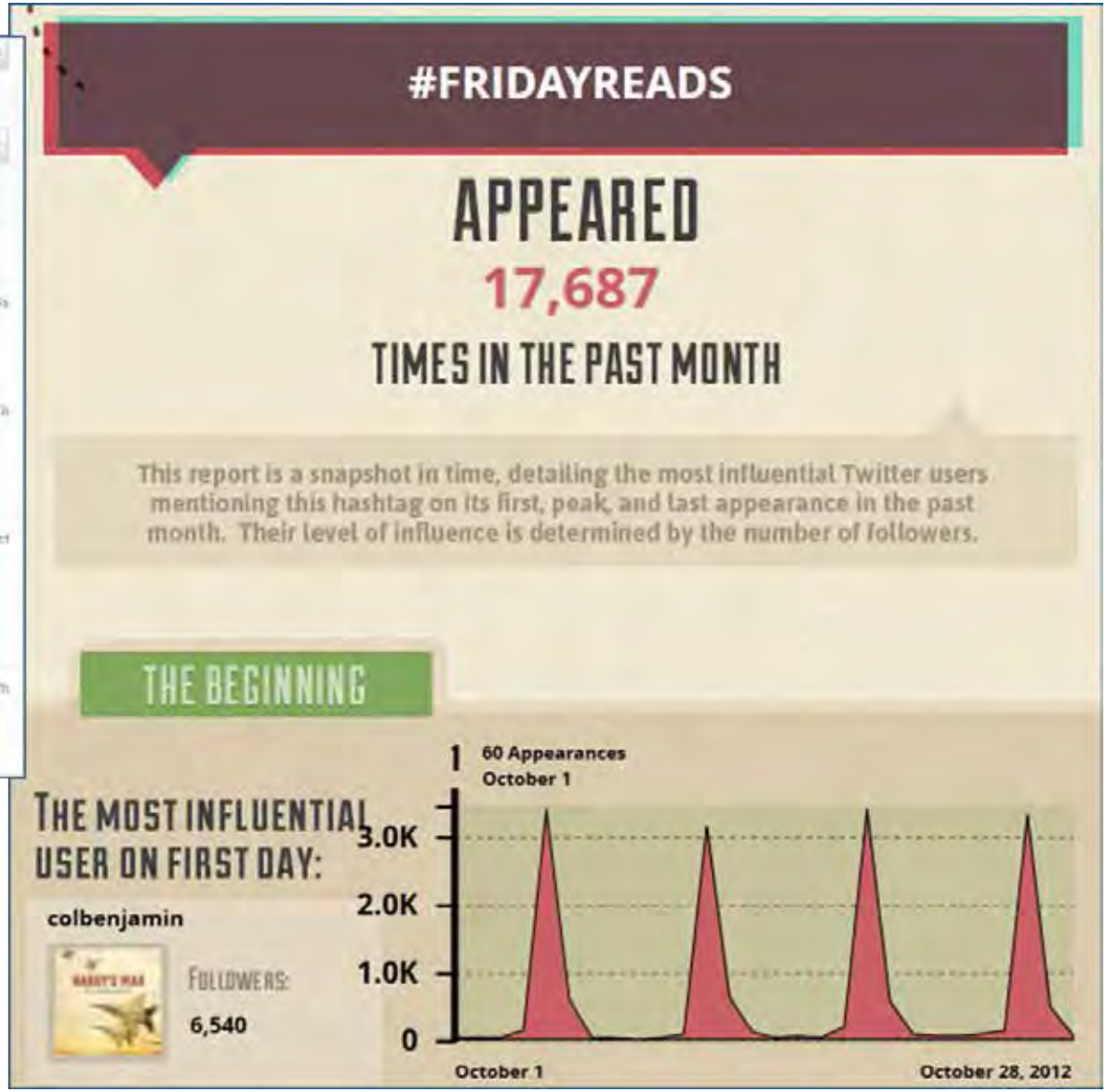
Big Data & APIs



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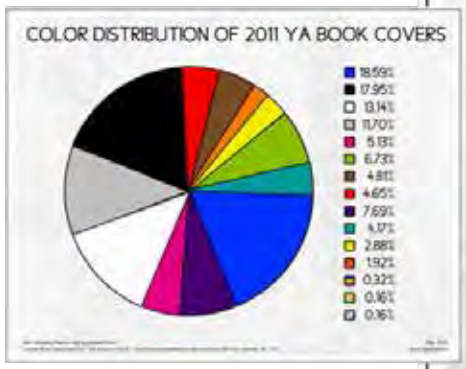
Inspired?



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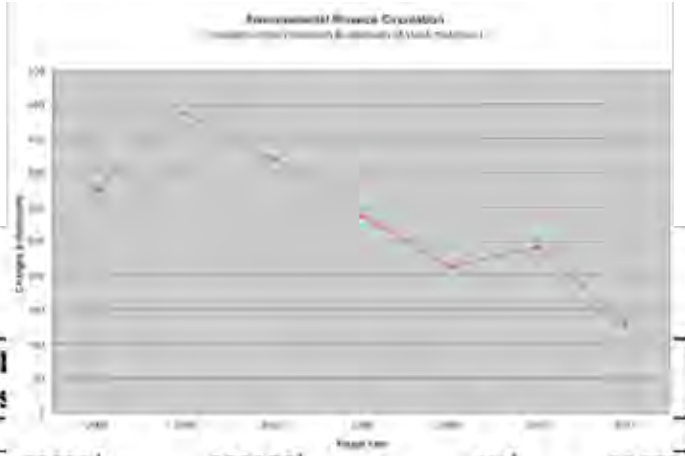
Circulation Data



CIRCULATION STATISTICS **Annual 2011-2012**

Unit	Initial Circ	Renewals	Reserves	In Lib use			
Suzzallo/Allen Units							
Circulation	177791	660429	0	60638	898858	-4%	82673
Curriculum	931	2203	0	0	3134	-39%	14
Government Publications	3891	7166	0	10185	21242	-9%	1528
Maps	855	2897	0	4566	8318	-8%	129
Microforms-Newspapers	2045	11	5608	15862	23546	-16%	0
Reference	7978	48	0	3	8029	-25%	0
Special Collections	160	116	0	25852	26128	9%	1
SUZZALLO/ALLEN TOTAL	193651	672870	5808	117126	989255	-5%	84345
Branch Units							
Art	13711	31471	1865	6436	53485	-4%	5132
Built Environments	12817	17919	1806	3754	36296	-10%	4337
Drama	7993	12230	210	1366	21799	-7%	2134
Engineering	12362	25133	2762	4209	44486	-4%	3697
Foster Business	10326	8793	13937	385	33441	-6%	2972
Friday Harbor	859	19	0	259	1137	-37%	0
Math. Research	7608	18806	1212	4172	31798	[illegible]	2826
Music	15205	23008	1178	3581	42972	4%	2815
Music Listening Center	2025	1279	1056	72	4432	-54%	72
Physics-Astronomy	2901	11133	1104	1320	16458	[illegible]	835
BRANCH TOTAL	85627	149791	25130	25556	266304	-6%	24620

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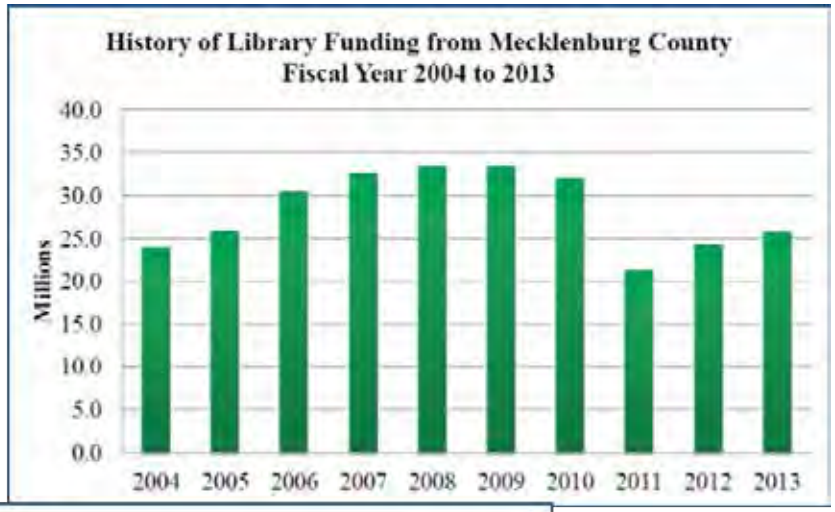
Budget & Funding



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Visualization Tools

- Free tools for analyzing data
- Free design tools
- Visualization services
- Daily tools – Excel, Photoshop, Illustrator

Easel.ly

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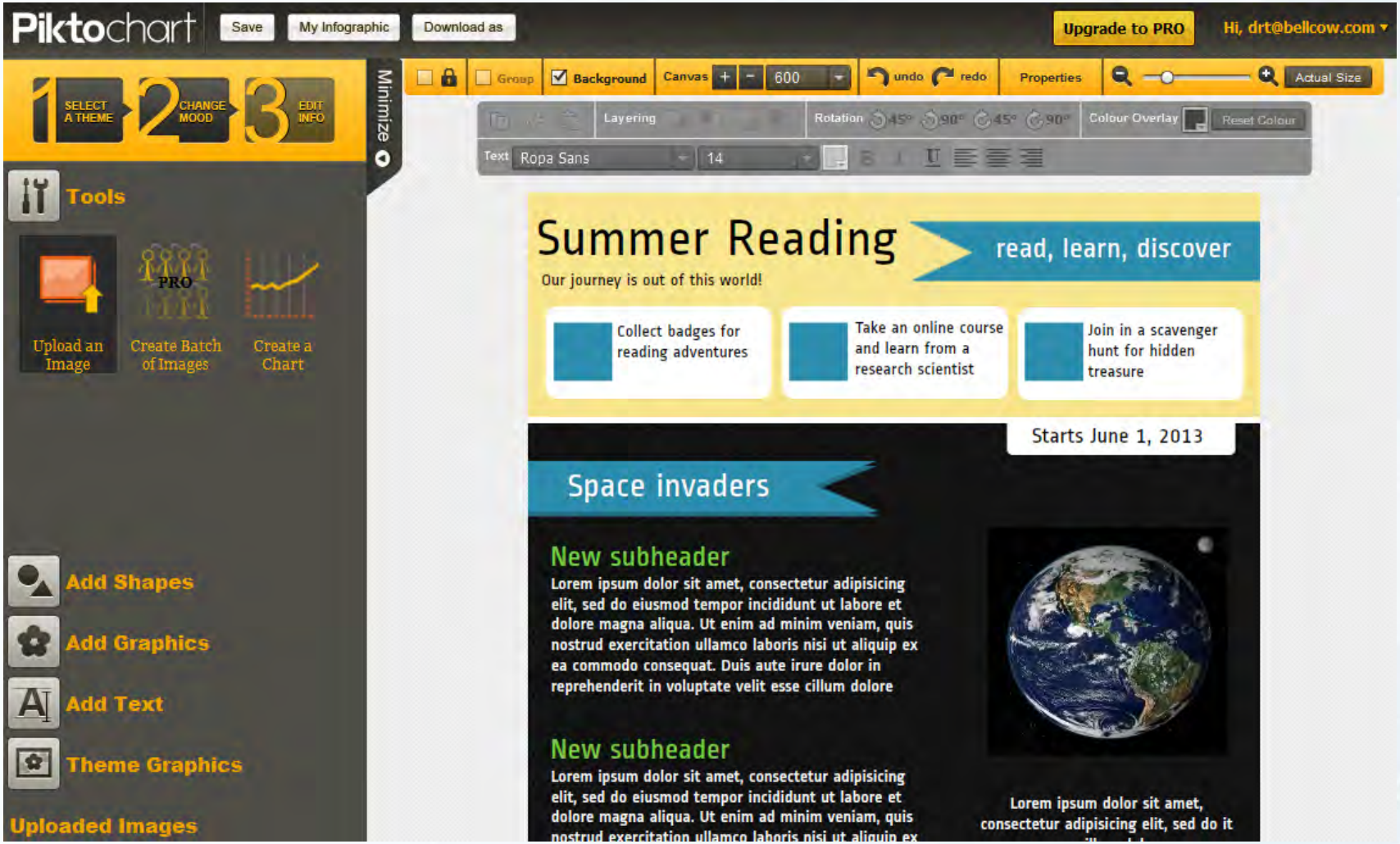
Piktochart



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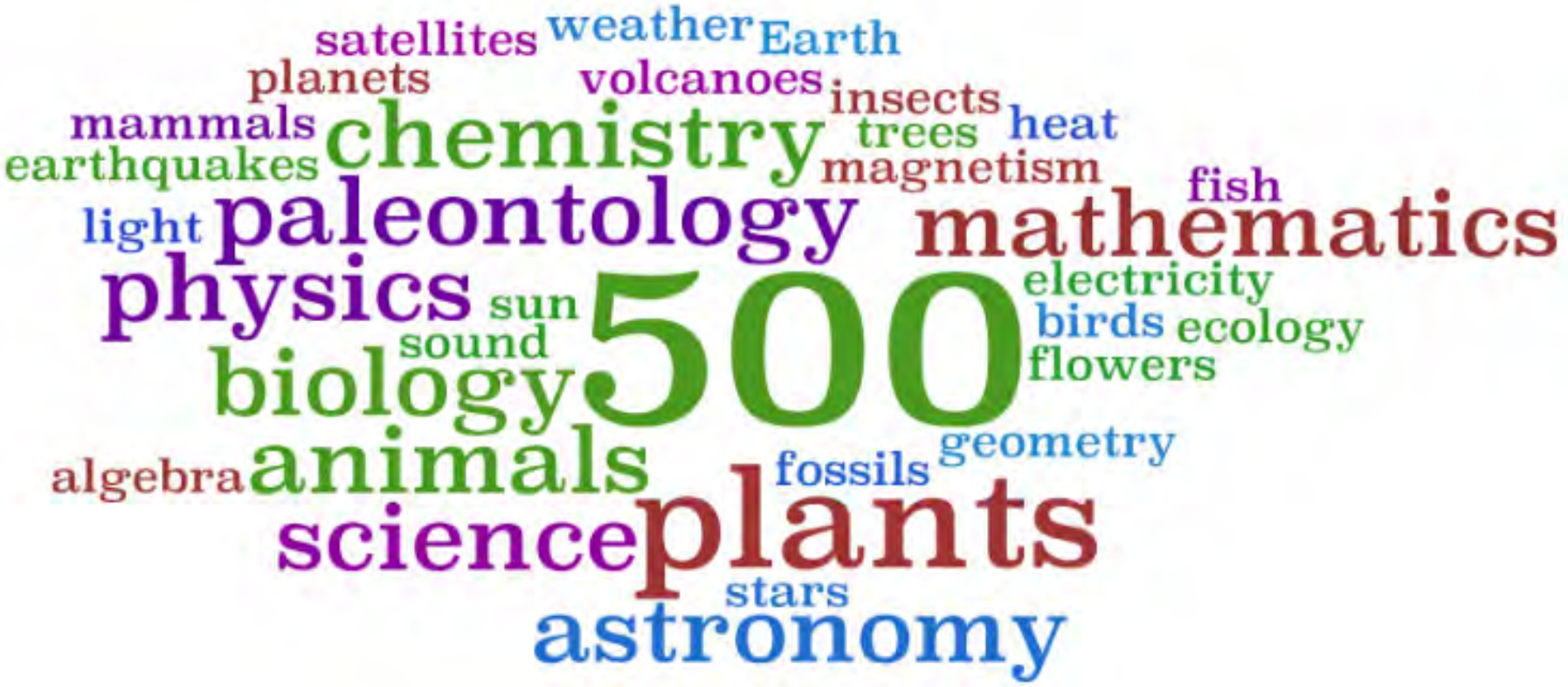
Text can be visual

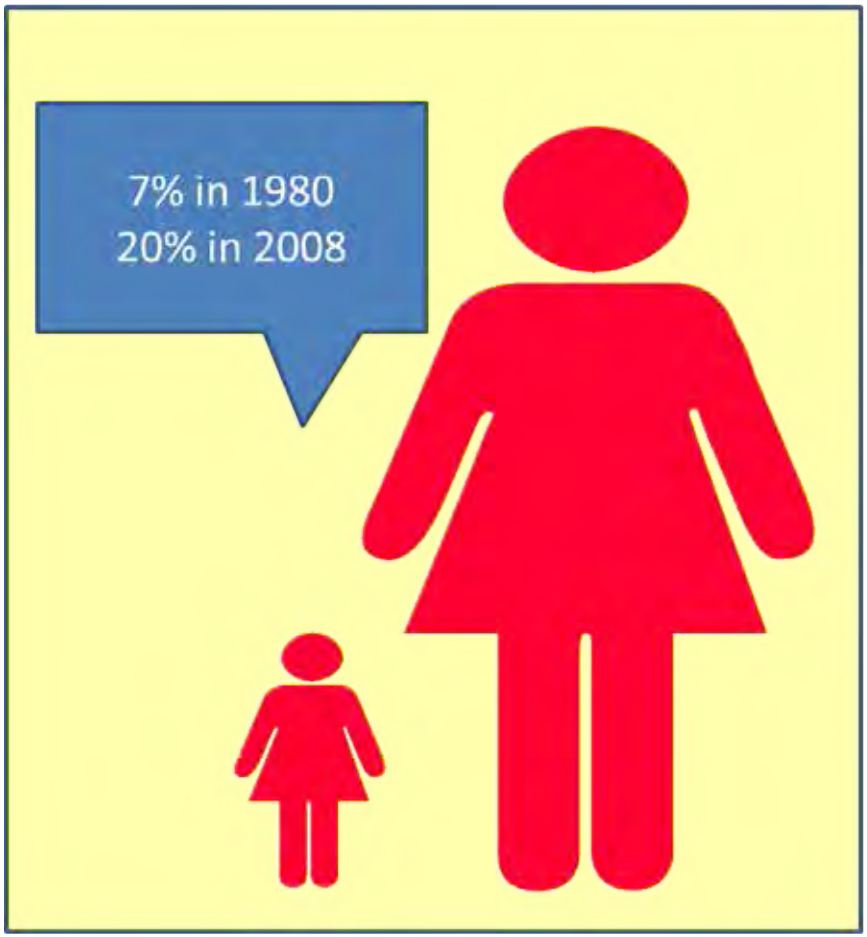


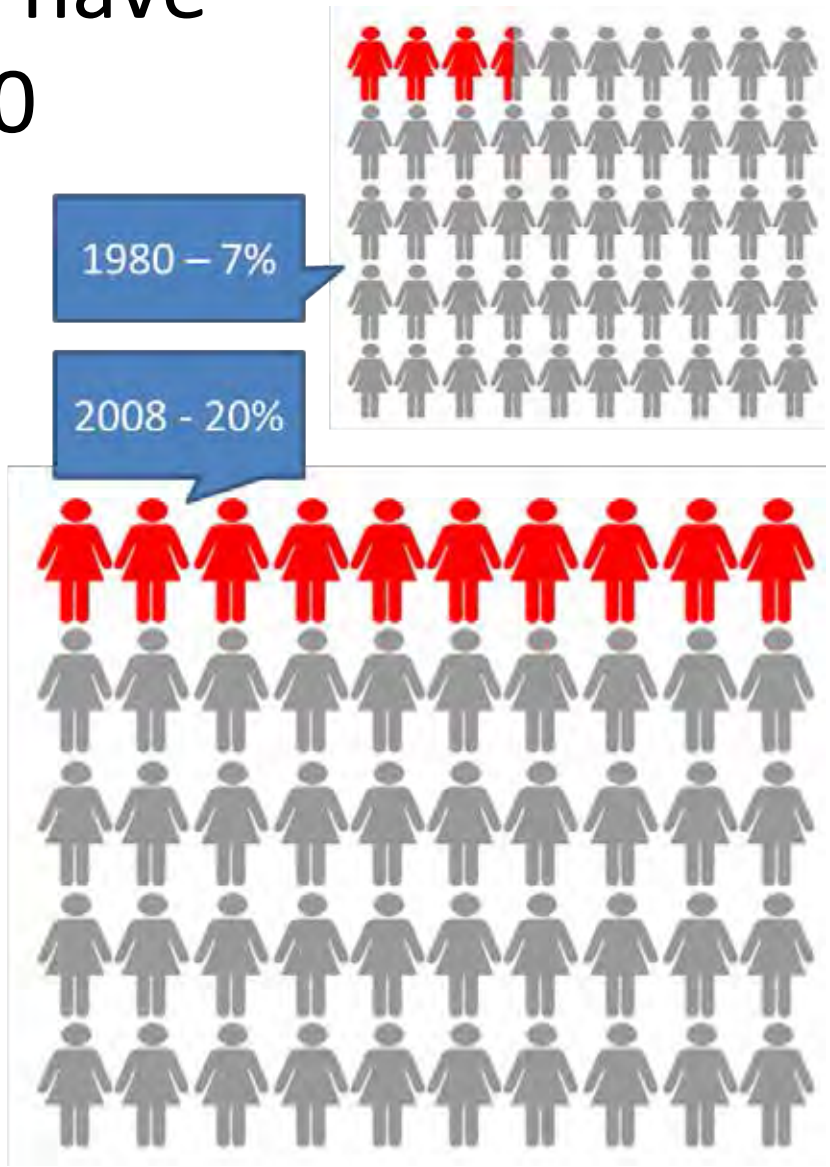
http://www.wordle.net

Common Traps: Accuracy/Critique

- Properly cite your data
- Include methodology for data collection and reporting
- Use supplemental data that relate to the service area
- CHECK YOUR MATH

Childhood obesity rates have nearly tripled since 1980





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Creating an Infographic – Step-by-step

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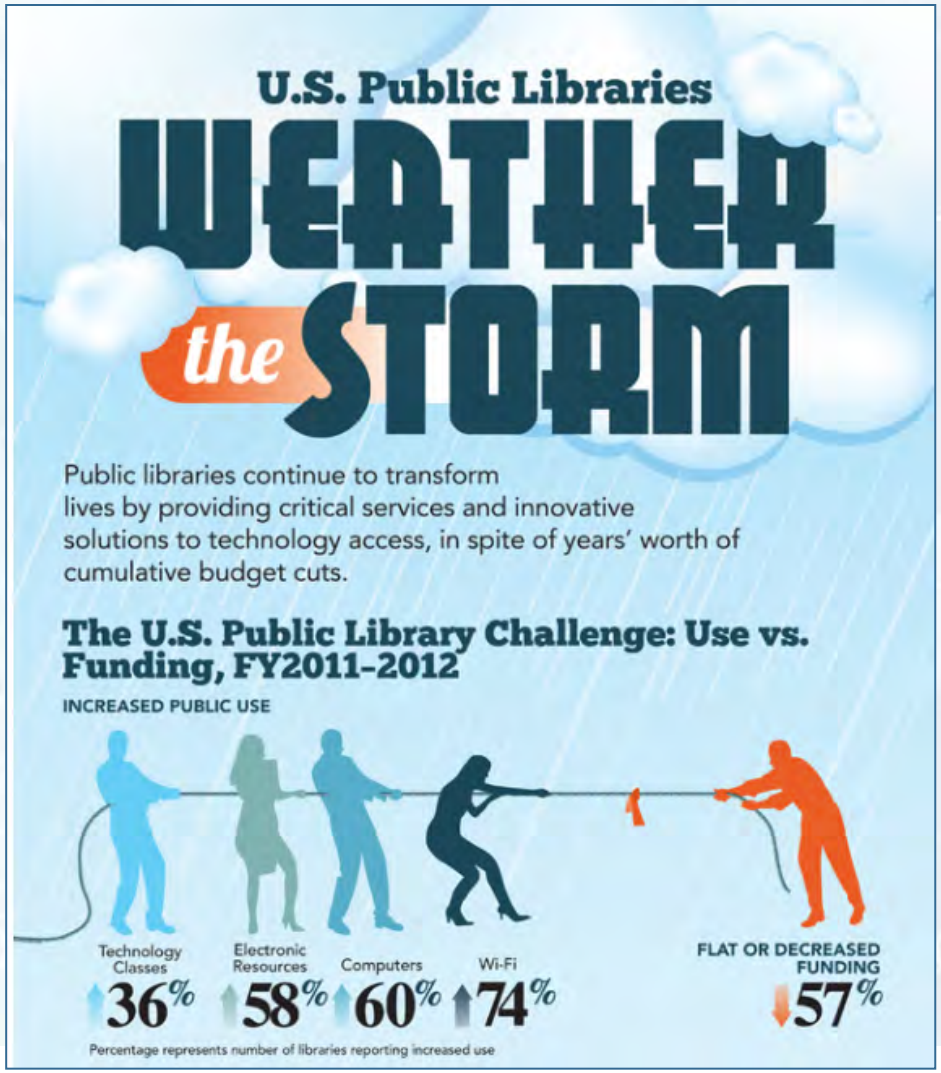
Case Study – ALA "Weather the Storm"

- Based on 2 years of research
- Executive summary, detailed data findings, methodology cited & online



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Does it tell a story?

- Incorporates metaphor
- Leads the viewer on a journey
- Targets message

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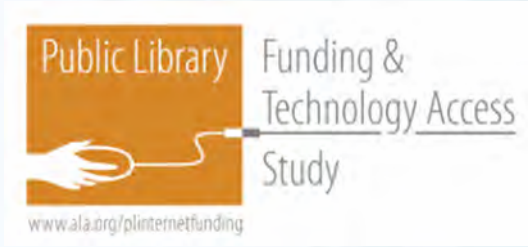
This?



"Strategic vision and careful management have helped U.S. public libraries weather the storm of the Great Recession, supporting their role as a lifeline to the technology resources and digital skills essential to full participation in civic life and in the nation's economy. Libraries continue to transform lives by providing critical services and innovative solutions to technology access, in spite of years' worth of consecutive and cumulative budget cuts."

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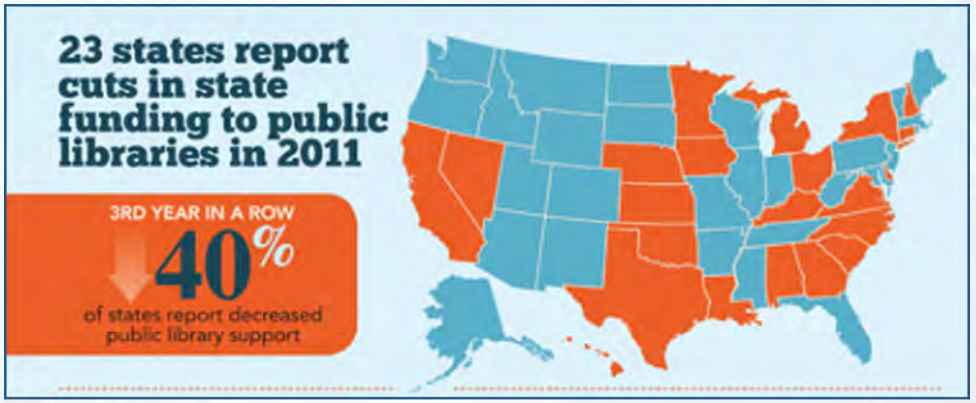
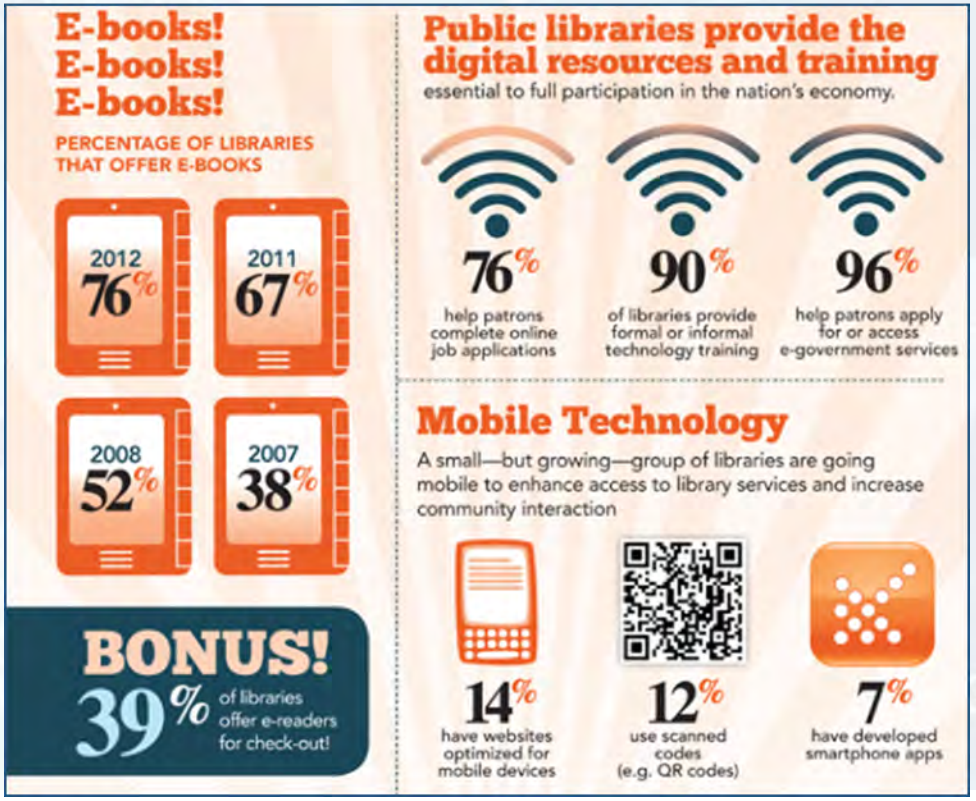
Or this?

- Consider design, stormy to sunny
- Transition from bad to good
- Call to action at the end





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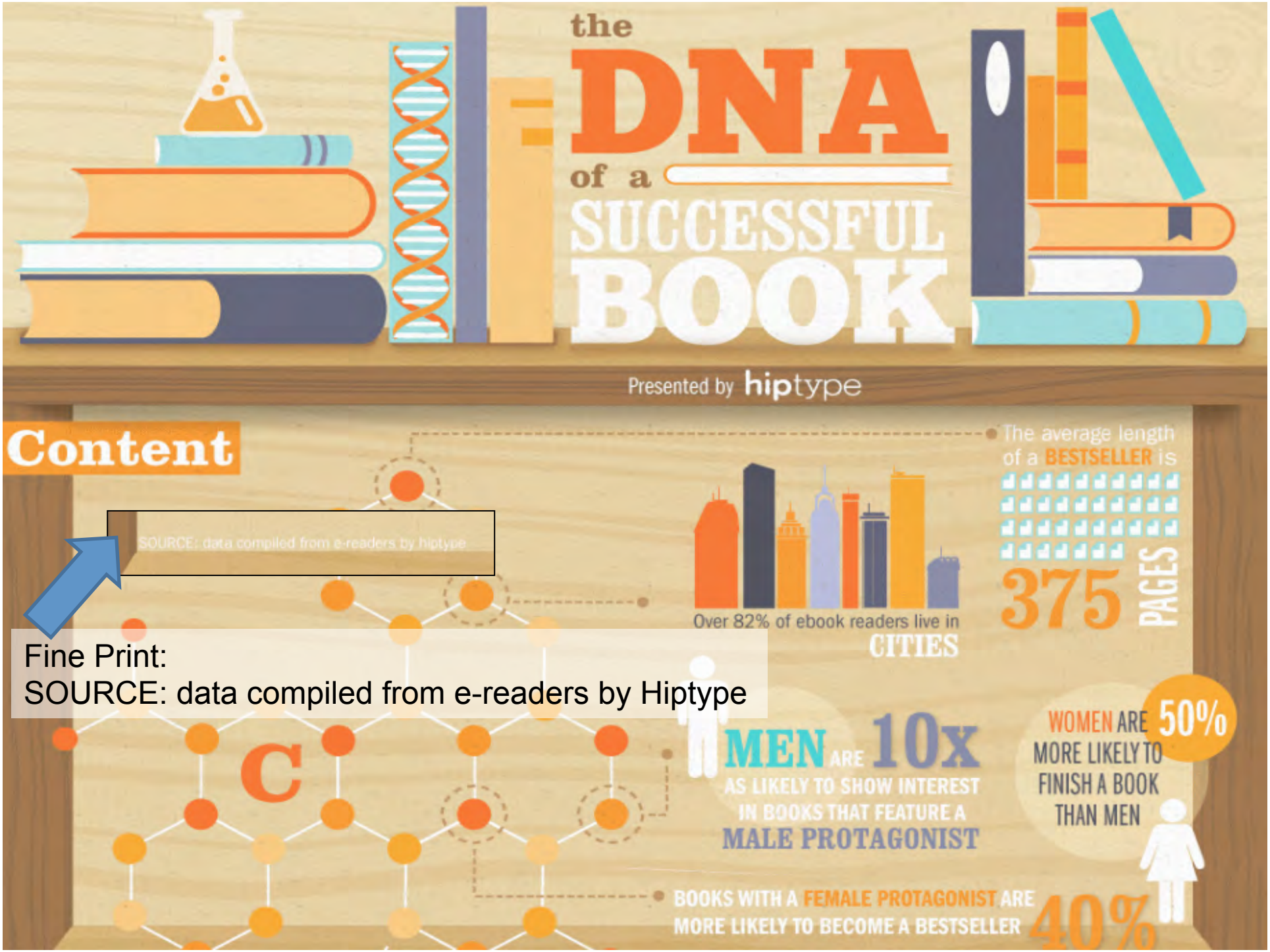

Fine Print:
SOURCE: data compiled from e-readers by Hiptype

Thank You!

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Pinterest Infographics Board - pinterest.com/dtortore/infographics/

Scoop.it Infographics Creation Curation Thread - scoop.it/t/creating-infographics

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helping libraries think differently

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